

## News Release

**Contact:**

Alex Burmaster: Email: [alexander.burmaster@nielsen.com](mailto:alexander.burmaster@nielsen.com) Direct: +44 20 7014 0597

### THE HOTTEST SOCIAL MEDIA BRANDS: IS VIDEO THE FACEBOOK OF 2008?

**YouTube replaces Wikipedia as the UKs most popular social media site whilst video sites also dominate the list of fastest growing**

**London – 5<sup>th</sup> March, 2008** – Nielsen Online, a service of The Nielsen Company, today reveals the most popular and fastest growing social media websites in the UK.

- 20.8 million Britons (63% of Britons online) visited at least one of the ten most popular social media sites in Jan 08 – 21% more than visited at least one of Jan 07’s top ten (17.1 million)
- In that time, YouTube has replaced Wikipedia as the UKs most popular social media website
- Compared to Jan 07, Facebook and, social networking add-on tool, Slide, enter the top ten at the expense of Friends Reunited and Google Video who dropped to 16 and 14, respectively

#### UKs most popular social media websites: Jan 2008

Rank J08	Rank J07	Website	UK Unique Audience (000s) Jan 08	UK Unique Audience (000s) Jan 07	Change in UA Jan 07 – Jan 08	Social media type
1	2	YouTube	10,426	6,667	56%	Video
2	1	Wikipedia	9,557	7,758	23%	Information
3	18	Facebook	8,513	1,048	712%	Network
4	4	Blogger	5,145	3,697	39%	Blogging
5	3	MySpace	5,026	5,513	-9%	Network
6	8	Bebo	4,090	2,670	53%	Network
7	16	Slide	3,355	1,092	207%	Add-on tool
8	10	Yahoo! Answers	3,319	2,111	57%	Information
9	6	Windows Live Spaces	3,127	2,716	15%	Network
10	9	TripAdvisor	2,364	2,186	8%	Travel reviews

*Source: Nielsen Online, UK NetView, home & work data, including applications, Jan 2007 – Jan 2008  
E.g. YouTube was visited by 10.4 million Britons in Jan 08, 56% more than in Jan 07*

Alex Burmaster, Internet Analyst, Nielsen Online, comments, “Social media is a growing and varied culture, providing a wealth of entertainment, information and connections for the increasing number of people being drawn in by its power.

The fact that almost two-thirds of Britons online visited at least one of the top social media sites shows it isn’t a niche part of the Internet but is now the backbone supporting its growth.”

## The fastest growing social media sites

- Social network PerfSpot is the fastest growing social media site over the last year, growing by 713% in just 9 months, slightly more than Facebook grew (712%) across the whole year
- Half of the ten fastest growing are video sites, led by vidShadow which has grown by 639% in just the last two months, November 2007 being its first measurable month of data

### UKs fastest growing social media websites\*: Jan 2007 – Jan 2008

Rank	Website*	Change in UA Jan 07 (unless stated) – Jan 08	UK Unique Audience (000s) Jan 08	UK Unique Audience (000s) in earliest measurable month in 2007	Earliest measurable 2007 month (period of change)	Social media type
1	PerfSpot	713%	260	32	April 07 (9 months)	Network
2	Facebook	712%	8,513	1,048	12 months	Network
3	vidShadow	639%	281	38	Nov 07 (2 months)	Video
4	Veoh	595%	799	115	12 months	Video
5	Youku	524%	306	49	April 07 (9 months)	Video
6	RockYou!	516%	2,207	358	12 months	Add-on tool
7	Imeem	331%	237	55	12 months	Music community
8	Bunnyhero Labs	321%	295	70	12 months	Add-on tool
9	Tudou	250%	252	72	Mar 07 (10 months)	Video
10	Video Jug	247%	371	107	July 07 (6 months)	Video

Source: Nielsen Online, UK NetView, home & work data, including applications, Jan 2007 – Jan 2008

\*Minimum UK Unique audience of 100,000 in Jan 08

E.g. PerfSpot's UK audience grew 713% from the first measurable month of data in the last 12 months (April 07 – when it had 32,000 UK Uniques) to Jan 08

“Whilst the majority of the most popular social media sites are the networks, most of the fastest growing are video sites, which points to video being the biggest star of the 2008 social media scene.

Whether it's people snacking on video clips or feasting on full length TV programmes and movies, the video sites look set to be the name on everybody's lips as they improve their technology, the ease of use and awareness amongst our TV loving nation. We'll have to see if sites like vidShadow or Veoh join YouTube in being as famous as Facebook.”

**ENDS**

### EDITOR'S NOTES

Please source all information to [Nielsen Online](#) (Nielsen Online is the new name for services previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands)

#### About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behaviour, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

#### About The Nielsen Company:

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